

FIG 1.  
(Prior Art)

Product Information ~ 202

- Model Number
- Serial Number

Customer Information ~ 204

- Name
- Address
- Telephone Number

Purchase Information ~ 208

- Date of purchase
- Store where purchased

Customer Survey ~ 210

- Number of people in the household
- Household income
- Reason for purchase
- How did you hear about the product?
- Customer lifestyle related questions
- etc.

200

FIG2.  
(Prior Art).

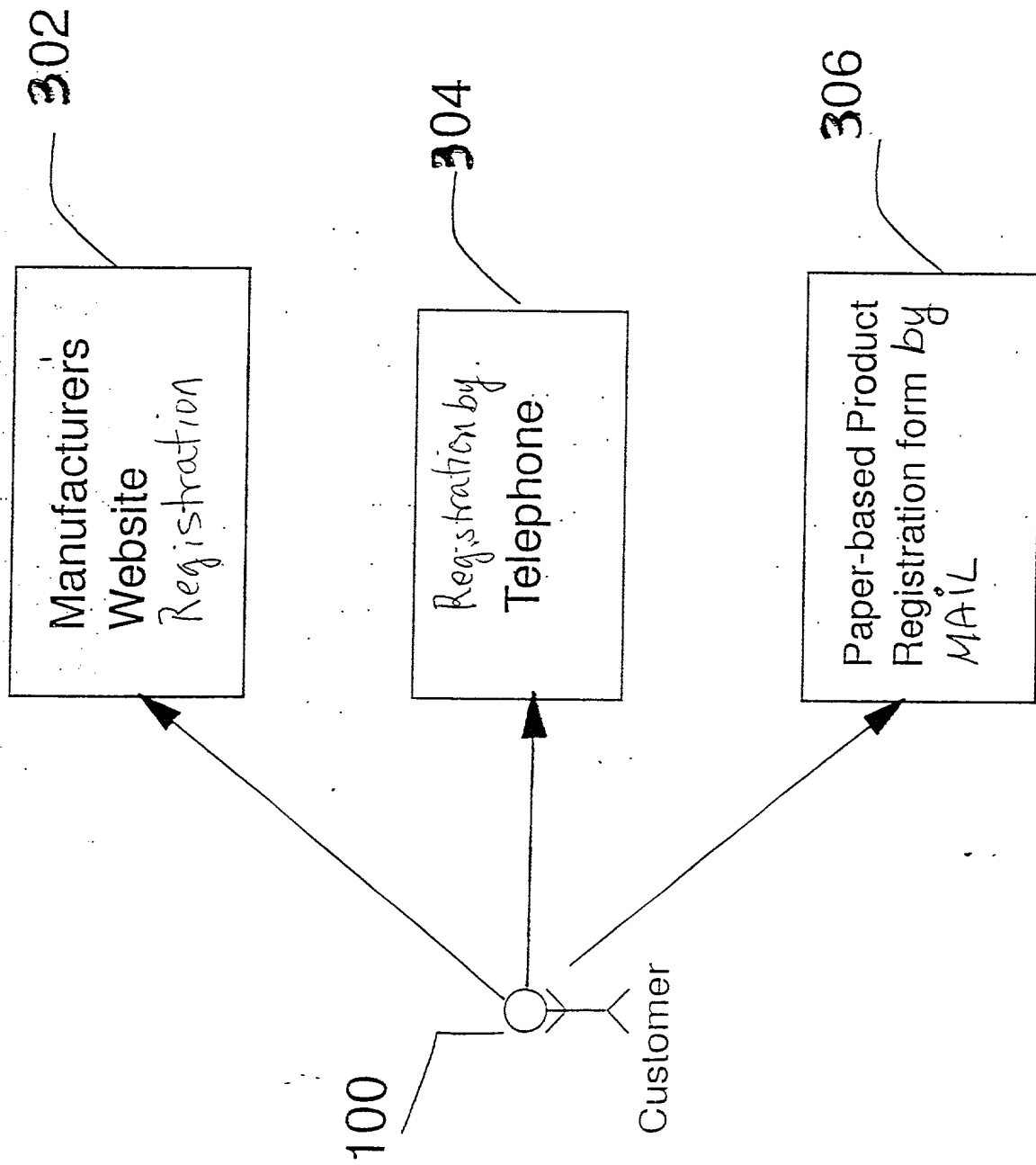


FIG. 3.  
(Prior Art)

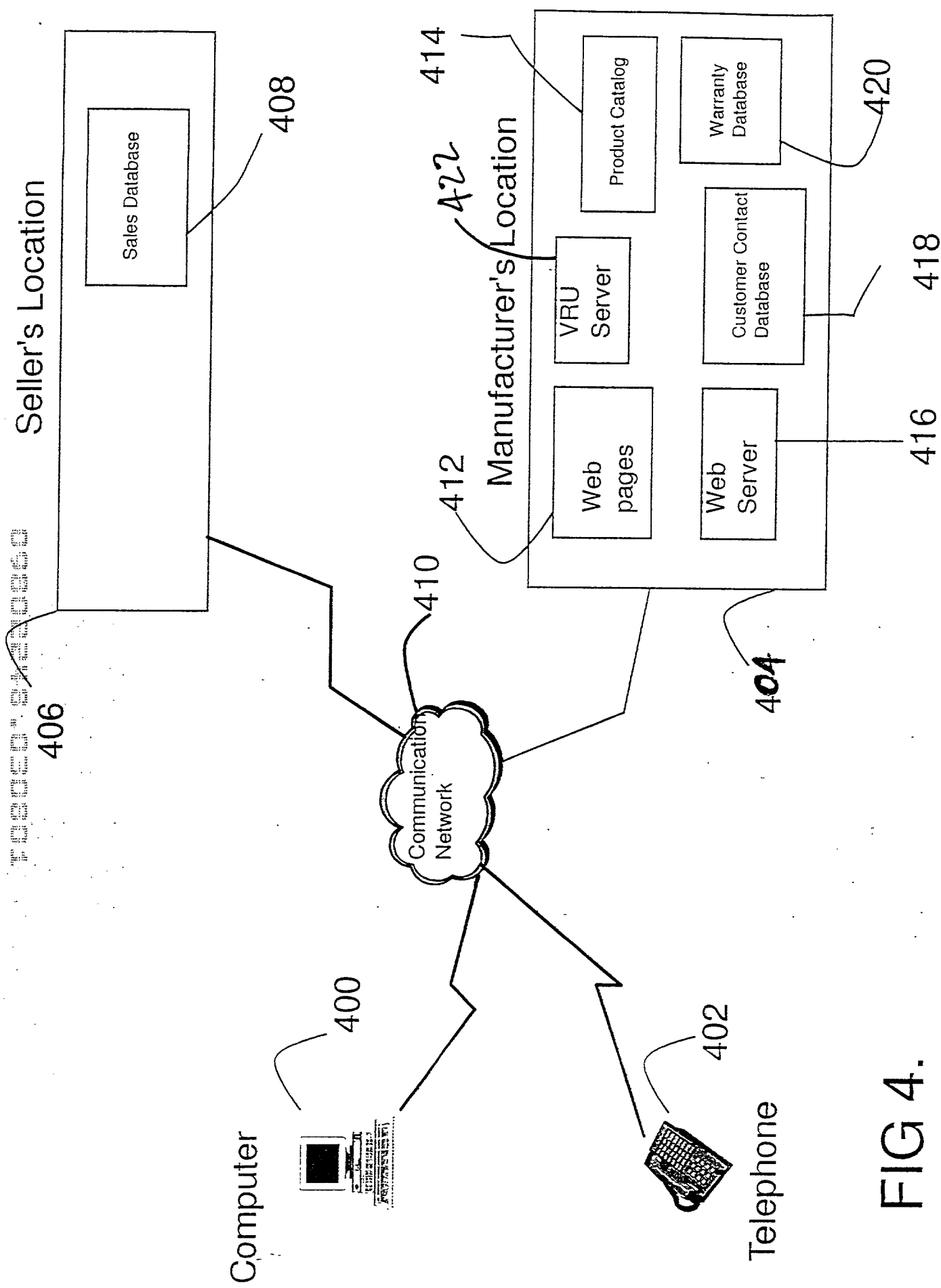


FIG 4.

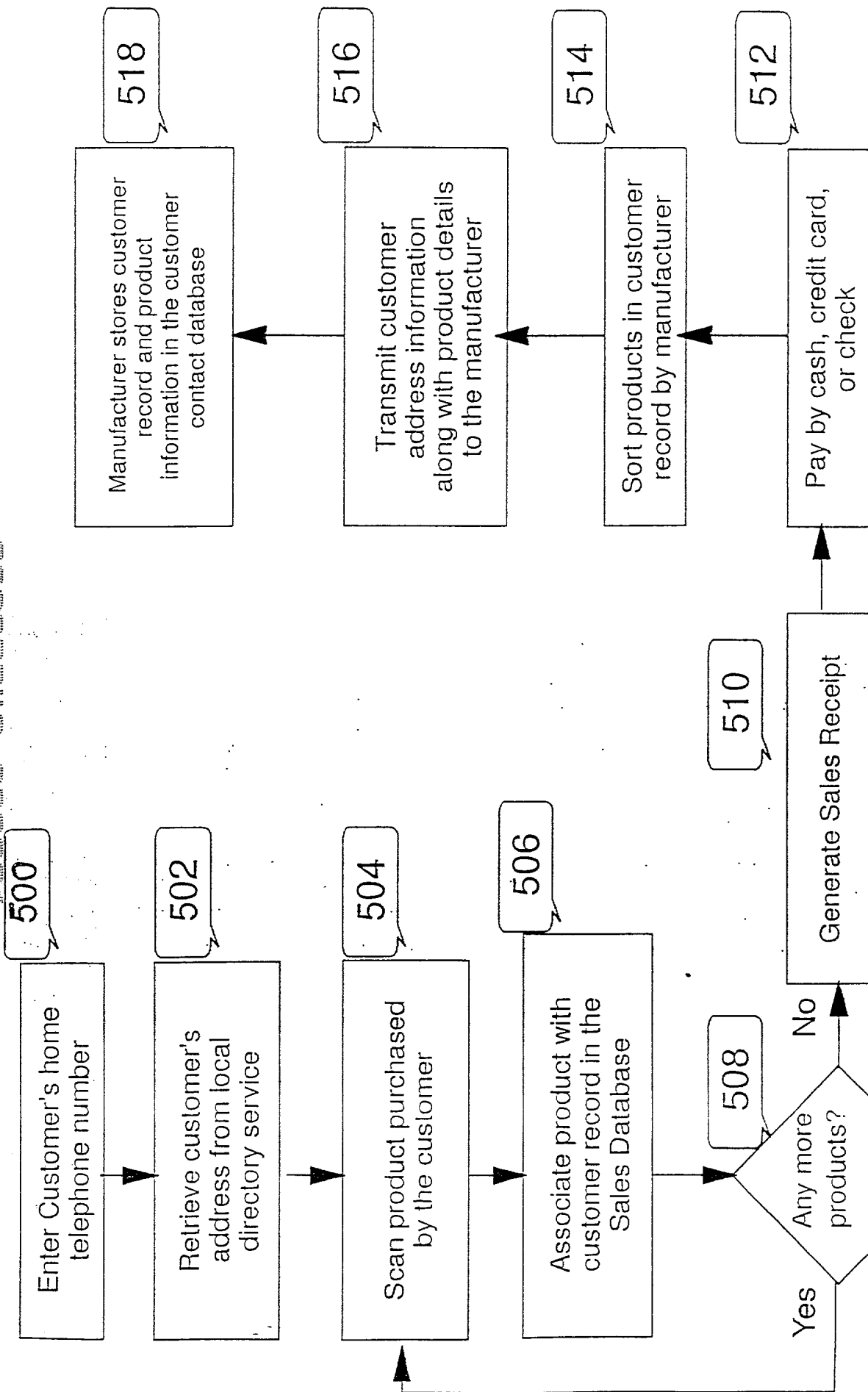


FIG. 5.

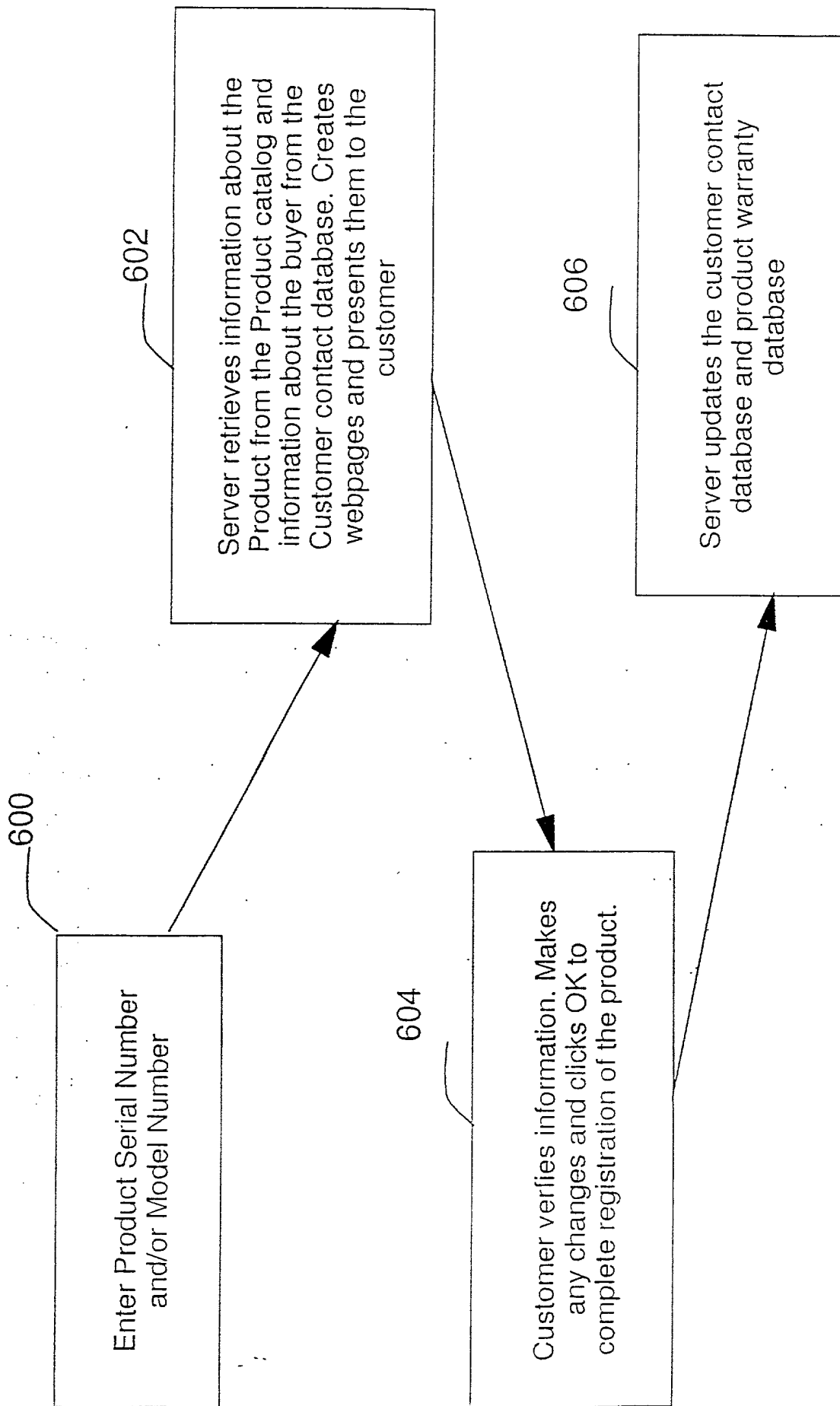


FIG 6.

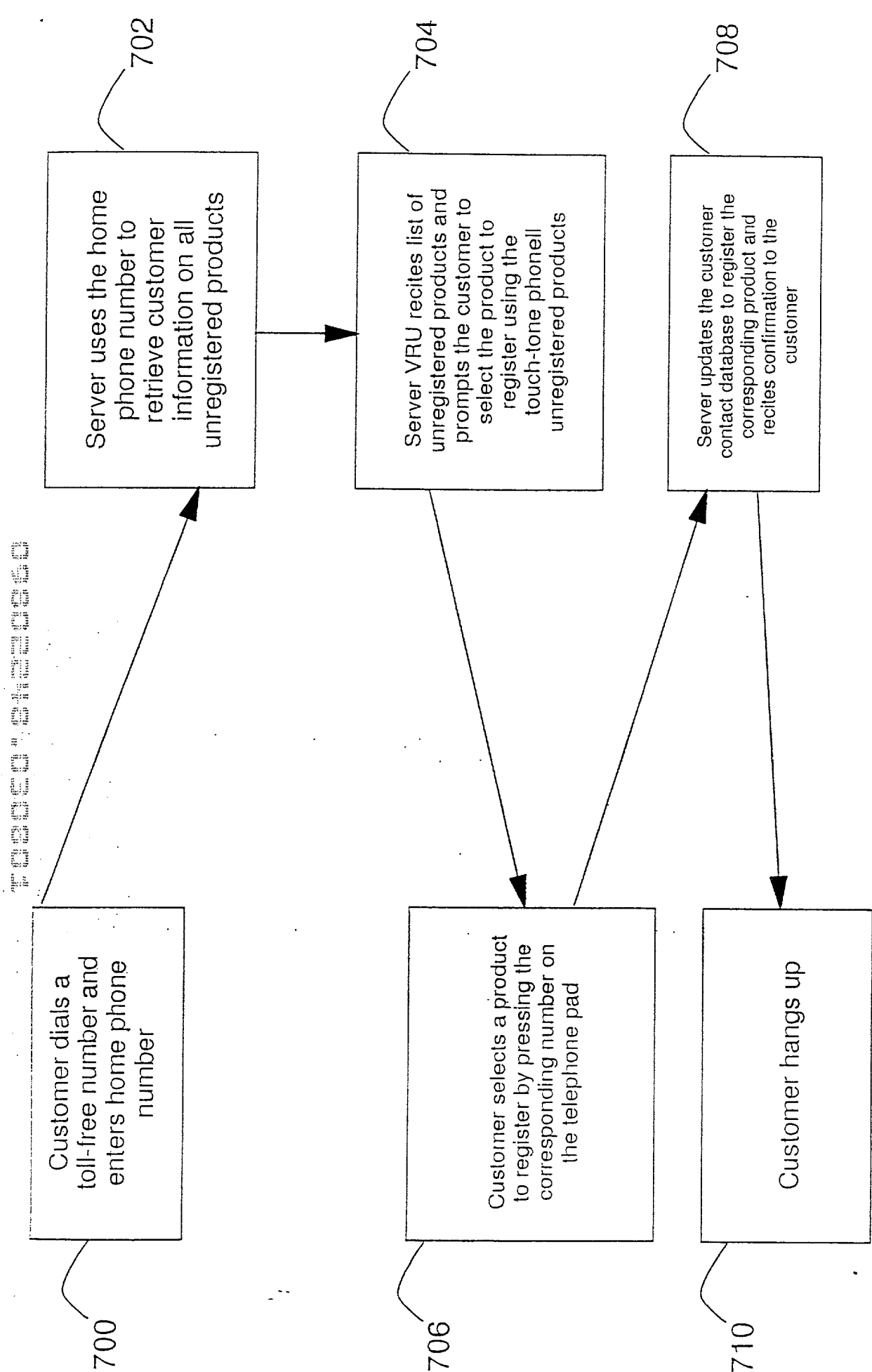


FIG 7.

802

Welcome to Acme Inc Web Site

## Product Registration

Please enter product serial number

10X2091

804

Please Enter product model number

805

OK

806

Cancel

808

FIG 8a. User Interface for the Customer Registration Web Page



## Acme Inc Web Site

### Product Registration Information

Serial number

10X2091

810

Name

Wily Cayote

804

Address

1 Acme Road  
Forest Hills, XC 00000

812

Tel

(999)-555-4021

814

Please update the information. If the item was given as a gift to another person, please indicate by placing a check mark below.

GIFT ☒ 816

816

Register

820

Cancel

822

FIG 8b. User Interface for the Customer Registration Web Page

Acme Inc Web Site

Customer Survey Form (optional)

**Purchase Information** ~824

Date of purchase

Store where purchased

**Demographic data** ~826

Number of people in the household

Household income

Reason for purchase

How did you hear about the product

Any other comments

~834  ~836

822

828

832

FIG 8c.

### Product Catalog

- Product Description
- Price
- Warranty Information

### Warranty Database

- Product Serial Number
- Customer Contact Information
- Type of Warranty
- Expiration date

Fig. 9 (a)

Fig. 9 (b)

### Customer Contact Database

- Product Information
  - Model Number
  - Serial Number
- Customer Information
  - Name
  - Address
  - Telephone Number
- Purchase Information
  - Date of purchase
  - Store where purchased
- Demographic data
  - Number of people in the household
  - Household income
  - Reason for purchase
  - How did you hear about the product?
  - Other comments

Fig. 9 (c)

FIG 9.